

Catawba County Public Health Department



PREPARED TO RESPOND
with Knowledge, with Accuracy, with Care



Director's Message

It has been a very exciting and challenging year for Catawba County Public Health! This 2004-2005 Annual Report represents the hard work and dedication of the Public Health staff, who strive to provide the highest quality services in a customer friendly manner. Through determination and collaborative efforts in the community, a great deal has been accomplished during the past year.

As our report theme states, we simultaneously prepared for the future while addressing current Public Health issues. We procured a medical mobile unit to assist in emergency situations while also utilizing this vehicle to provide school based health services. When the flu vaccine crisis hit in the fall of 2004, we responded with administering or distributing over 15,000 doses of flu vaccine. Another significant achievement was the establishment of Catawba County Health Partners, Inc. (CCHP). CCHP is an initiative to enhance the quality of life for all people in Catawba County. It is a diverse partnership of people from across our community who joined together to address health issues.

Of course, this is only a 'snapshot' of our activities, but it truly represents the high quality services that have been provided by our staff. I invite you to discover more about Catawba County Public Health in the pages that follow.

Sincerely,
Douglas W. Urland, MPA
Health Director





In June 2004, the Catawba County Health Department utilized State appropriated Bioterrorism Funding to procure a Medical Mobile Unit. The Department seized the opportunity to provide Catawba County with additional equipment that assists emergency workers to be prepared to respond in a variety of emergency situations. In an effort to utilize the medical mobile unit to full capacity, the Catawba County Health Department stationed the medical unit at Hickory

High School to serve as a School-Based Health Center, an extension of Totally Teens Health Center, providing preventive and primary care service to students at Hickory High and Catawba Valley High Schools. For the 2004-2005 school year, 274 patients utilized Totally Teens Health Center mobile unit site.





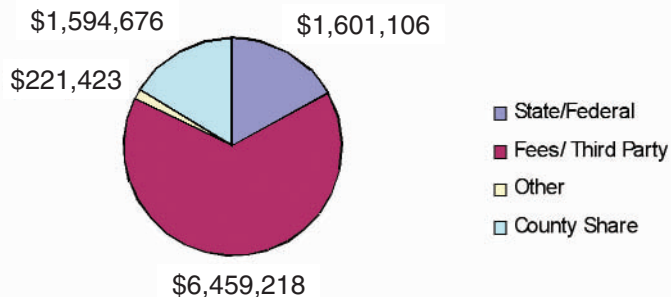
A national shortage of flu vaccine sent the public scurrying to find medical providers who could meet public demand for flu shots. Because of excellent planning and preparing, Catawba County Public Health secured enough vaccine to inoculate over 7,400 people at the highest risk for getting the flu. Another 8,000 vaccines were distributed to nursing homes and physician offices. Good communication and cooperation between state and local public health agencies, medical providers and long-term nursing facilities with the public was the essential element in successfully getting flu vaccine to those people most at risk.



The Catawba County Dental Practice was established by Catawba County Public Health in 1995, with the mission of serving children who have no access to a private dentist. Of the 13,000 needy children estimated to be without a private dentist, the Dental Practice is able to serve only 2,000. A project and business plan are in place, with the goal and scope to expand the current Health Department building, so a facility can be created that can be the service site for an expanded Public Health Dental Practice: one that can help solve the problem of access to dental care for children in Catawba County. The expanded dental facility will be called The Dental Center for Catawba Valley Youth.

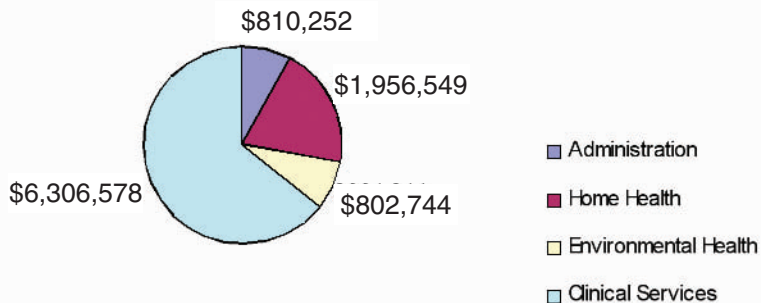
A part of the strategy for raising funds to construct the facility is to conduct a “grassroots” capital fund-raising campaign in Catawba County. The Catawba County Board of Health and Commissioners endorsed this idea as well as the establishment of a “Foundation” structured as a private, non-profit 501 (C)(3) corporation. The capital campaign is targeted to begin early 2006.

2004-2005 Revenues \$9,874,218



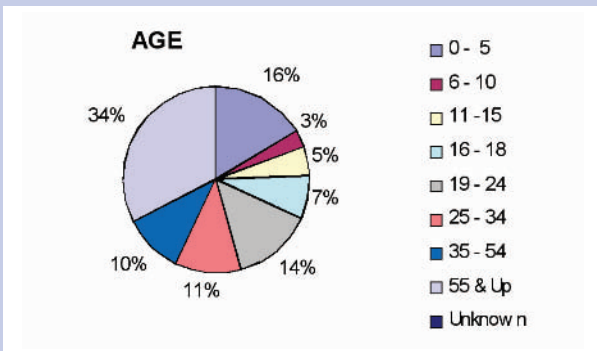
2004-2005 Expenditures and Revenues

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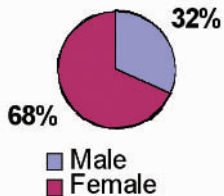




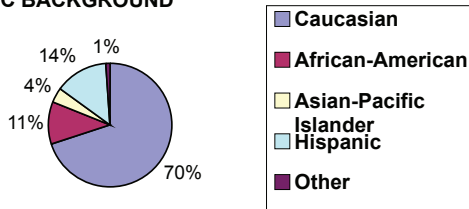
2004-2005 Demographics



GENDER



ETHNIC BACKGROUND





Catawba County Health Partners

Partnering to make a brighter tomorrow.

Catawba County Health Partners (CCHP), a Healthy Carolinians initiative, aims to enhance the quality of life for ALL people in Catawba County. CCHP is a new partnership of over 100 people who represent a diverse cross section of the community. After conducting a community health assessment, studying data from the Catawba County Public Health Report Card, and analyzing the community's input the three areas identified as health priorities were:

- 1) Access to healthcare – people ages 18-64 who need access to primary care.
- 2) Childhood obesity – people ages 2-18 who are overweight or at risk for being overweight.
- 3) Substance abuse – people of all ages who are affected by substance abuse and its pervasive issues.



A nine-member board of directors governs CCHP. Application was made for certification with the Healthy Carolinians' Governor's Task Force in May of 2005. CCHP is also applying to become a 501(c)3 non-profit organization to help leverage funds to support the activities and interventions for each health priority.

For more information see:

www.catawbacountyhp.org



What better way to learn about a local community resource than to actually visit in person? During April, in honor of Public Health Month, 1,730 2nd graders from 26 schools in the Catawba County, Hickory Public, and Newton-Conover School Systems, along with some private and charter schools located in the county toured Public Health to learn about the services offered.

Students rotated through six different areas including: Environmental Health/Ozone Awareness, Germ Prevention/Hand Washing, WIC/Food Pyramid, Tobacco Prevention and Cessation, Dental Clinic, and an Exercise Activity called Take 10, where school health nurses led the students in a ten-minute exercise to get their heart rates going.

Mrs. Talitha Gwaltney, a second grade teacher from Tri-City Christian Academy said, “The kids really enjoyed the program, and I am thankful to the Health Department for inviting us. The Take 10 Curriculum was an excellent educational tool. I would really love to have that in my classroom.”

Hannah Ireland, a second grader from Tri-City Christian Academy said, “I really liked it. I learned about how bad tobacco is for you, and I learned you should eat 4 fruits and vegetables a day.”



Providing our clients with the best care possible is always our goal. A new high-tech ultrasound unit and technician have improved our ability to enhance the quality care we provide our prenatal clients. Performing the ultrasound test at the department is not only more convenient for our clients but our physicians get immediate results so that timely, accurate treatment decisions are made.



Preparing and educating women, beyond childbearing age, to “*make early detection a habit for life*” is the mission of the Breast and Cervical Cancer Program (BCCCP). Catawba County Public Health (CCPH) partners with Catawba Valley Medical Center (CVMC) to provide free screening mammograms and breast cancer prevention education. Together, CCPH and CVMC provided 473 mammograms at no charge to women. BCCCP also provides complete exams, pap smears, lab work and education to reduce cancer risks.

During 2004-2005, both Catawba County Schools and Newton Conover City Schools joined the ranks of Hickory Public Schools to take a strong stand against tobacco by adopting a smoke-free school campus policy. Student voices advocating for the policy had a significant impact on the School Boards decision. Both school boards decided that teachers and visitors alike should provide positive models for students regarding tobacco use. The policy prohibits students, parents, staff members and visitors from using tobacco products in any form while on school grounds, in the buildings and on buses. Adoption of this policy made Catawba County Schools the 39th school in North Carolina to adopt the 100% Tobacco Free policy and Newton Conover City Schools the 43rd school district to adopt the policy.



Catawba County Board of Health 2004-2005

Sherry Butler-Educator & Chairperson

Clark Isaac-Engineer & Vice Chair

Tye Audrey, DVM-Veterinarian

Glenn Barger-Commissioner

Hilda Elliott, RN-Nurse

Dianne Hickmon-Educator

Gary Jones, DDS-Dentist

Kerry Reeves, OD-Optometrist

William Pekman, MD-Physician

Thomas Richards, RPh-Pharmacist

Susan Witherspoon-Educator

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Leadership in Building “YOU” a Healthier Tomorrow